



PRESS RELEASE

19 December 2008

Dame Kelly Holmes hosts training day for middle distance runners in Tonbridge

Dame Kelly Holmes will be hosting a training day for 18 athletes who are part of her successful 'On Camp with Kelly' mentoring initiative, supported by Norwich Union, at Tonbridge School on Monday 22 December.

Dame Kelly started 'On Camp with Kelly' (OCWK) as she wanted to help the next generation of British female middle distance athletes to fulfil their potential. Eight athletes were invited by Kelly to take part in the first educational and training camp in South Africa in autumn 2004. Since then OCWK has gone from strength to strength and there are now 60 athletes, including 15 young male athletes, who are part of the initiative.

18 of the female athletes, aged between 16 and 22, and their coaches have been invited to attend the Get-Together in Kelly's home town of Tonbridge, ranging from four of the original group of eight who went to South Africa through to some who joined the initiative earlier this year. Dame Kelly believes that the mentoring side of 'On Camp with Kelly' is as important as the physical side and ensures that she has regular one-to-one catch up sessions at different stages of the girls' development.

In Tonbridge the athletes will be put through their paces in group training sessions led by Kelly and Mick Woods, who is a UK Athletics Endurance Performance Coach and coached the gold and bronze medallists in the women's 1500m at this year's IAAF World Junior Championships. The athletes will also be able to benefit from the expertise of members of Kelly's support team in the lead up to her double gold medal success in Athens – UK Athletics Medical Director Dr Paul Dijkstra and physiotherapist Alison Rose – as well as that of local doctor Paul Goozee who runs the Hildenborough Medical Group practice.

Dame Kelly said: "I am very pleased to be inviting some of the 'On Camp with Kelly' athletes to my home town again to use the excellent facilities at Tonbridge School. The new leisure facilities are great and all the staff have been very supportive of my work.

"It's always good for the girls to meet up and train together because they all go through so much at that age and having something in common really bonds them and reminds them that they are not on their own. It's also very important for me to catch up with the girls in person on a regular basis to see how things are going and how 'On Camp with Kelly' can assist in their athletics careers."

Tanya Veingard, Head of Sponsorship at Norwich Union, said: "We are proud to support Kelly in her work in recognising the talent in these young athletes, and hope that in doing so we are making it easier for them to achieve their dreams. 'On Camp with Kelly', which Norwich Union is proud to support, is about providing new and unique opportunities that will hopefully ensure the next generation of medal winners are confident and prepared to represent their country at an international level."

For more information about 'On Camp with Kelly' and latest news and updates go to www.ontcampwithkelly.co.uk

Notes to Editors

'On Camp with Kelly'

'On Camp with Kelly' (OCWK) started in January 2004 and with support and sponsorship from Norwich Union has grown from strength to strength. Over 60 athletes have been involved in the initiative to date.

Double Olympic champion Dame Kelly Holmes set up OCWK because she wanted to help talented young female middle distance athletes to achieve their dreams. Her vision of OCWK was that it should be an educational development programme so that the athletes who are part of it gain life experiences as well as learn what it takes to become a world class athlete.

Eight girls were given the opportunity to participate in the first OCWK camp in South Africa in October 2004 and since then there have been regular Get-Togethers, a training camp in Spain and a camp in Melbourne during the 2006 Commonwealth Games, as well as the opportunity to race in international meetings across the UK and Europe. The athletes also benefit from mentoring from Dame Kelly as well as medical and financial support.

In 2008, 15 talented young male middle distance athletes have been involved in 'On Camp with Kelly' for the first time.

Norwich Union & UK Athletics

Norwich Union has been the team behind UK Athletics since 1999 with a significant amount of money invested in developing the sport at every level.

Through its work with UK Athletics it is anticipated that by 2012 that over 15 million children in nearly every school throughout the UK will have been actively engaged in Norwich Union-funded grassroots schemes.

On 29 April 2008, Norwich Union's global parent brand, Aviva, the world's fifth largest insurance group, announced its intention to migrate the Norwich Union brand to Aviva over the next two years. Rebranding the UK Athletics sponsorship is part of this migration to ensure the benefits of the company's long-standing investment in the sport is maximised.

For more information on Norwich Union's sponsorship of UK Athletics, please visit www.joinourteam.com